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U. S. DEPARTMENT OF AGRICULTURE

Consumer PURCHASES OF FRUITS AND JUICES

in June
1953



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.

July 1953

FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JUNE 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders bought 4,560,000 gallons of frozen concentrated orange juice during June, setting another new high in monthly purchases of this product. Fresh orange purchases were about the same as a year earlier, but canned orange juice purchases were down one-fifth. This reflects, in part, relative price changes for these products compared with a year ago. Consumers paid only slightly higher prices for frozen orange juice and fresh oranges, but the price of canned single-strength orange juice was up about 6 cents per 46-ounce can. Altogether, these household purchases were equivalent to about 6,640,000 boxes of oranges, almost 200,000 more than in June last year.

On the basis of consumer panel reports, purchases of canned "single-strength" orangeade amounted to about 380,000 cases, up 10 percent from a year ago. Prices paid for canned orangeade continued to average a few cents below those of single-strength orange juice.

Purchases of grapefruit were 30 percent less than in June 1952 and canned grapefruit juice purchases were down about 12 percent.

Householders bought slightly more than 1,000,000 gallons of frozen concentrate for lemonade, an increase of one-third over June last year. Purchases of canned and bottled single-strength lemon juice were practically unchanged from a year ago, while those of fresh lemons were slightly smaller. Combined purchases totaled the equivalent of about 1,000,000 boxes of lemons, up 5 percent from June 1952.

Purchases by households of all canned single-strength juices combined were equal to nearly 8,000,000 cases of No. 2 cans during June, almost as much as a year earlier. Compared with June last year, purchases of canned citrus juices were down sharply, while purchases of prune and tomato juices were larger. Prices consumers paid in June were substantially higher for all canned citrus juices than a year earlier but were changed little for other canned single-strength juices.

Consumers bought about 7 percent more dried prunes during June than a year earlier; prices were 3 1/2 cents per pound higher than last year. The gain in purchases resulted from more families buying dried prunes. Purchases of dried apricots were one-fourth less than in June 1952, while prices were up about one-fifth. Slightly more dried peaches were bought during the month than a year earlier, although prices were at a record high for this series of data.

FROZEN JUICES AND ADES

Householders bought 4,560,000 gallons of frozen concentrated orange juice during June - the largest total for any month since the product was developed. This exceeded the previous high (March 1953) by about 200,000 gallons (fig. 4). Compared with June last year, purchases were up 20 percent. Nearly one-third of all families purchased frozen orange juice, the largest number in any month so far (table 2). Purchases were made at an average price of 16.1 cents per 6-ounce can, almost unchanged from the immediately preceding months but almost 1 cent higher than a year earlier.

For the 6-month period, January-June, household purchases of frozen orange juice totaled an estimated 27,500,000 gallons, compared with about 22,400,000 gallons during the corresponding months a year ago. These larger purchases may be compared with a reported Florida pack of nearly 47,000,000 gallons of frozen orange juice, only slightly more than was packed in 1952.

Purchases of frozen concentrated grape juice by households amounted to about 330,000 gallons during June, about one-third more than in the previous month or the same month a year earlier (table 2). About 5 percent of all families bought frozen grape juice during the month, a larger number than in any other month except July last year.

Frozen concentrate for lemonade purchases by households amounted to 1,050,000 gallons during June, 3 times the amount bought in May and one-third more than in June last year (table 2). About 1 family in 8 bought frozen lemonade during the month, compared with 1 in 10 a year earlier. Purchases were made at an average of 16.7 cents per 6-ounce can, nearly 1 1/2 cents more than in June 1952 (table 2).

In the 6-month period, January-June, household purchases of frozen lemonade totaled approximately 1,900,000 gallons, an increase of about one-third over purchases in the corresponding period last year.

Purchases of shelf-pack concentrate for lemonade, 69,000 gallons, were only about half as large as in June last year. Prices consumers paid averaged 15.9 cents per 6-ounce can, nearly 3 cents above the average paid in this month a year ago (table 2).

Purchases of shelf-pack concentrate for orangeade amounted to 243,000 gallons, almost 40 percent less than purchases in June last year. Prices paid averaged about 16 cents per 6-ounce can, 1 cent higher than last June (table 2).

Householders bought about 10 percent more canned "single-strength" orangeade during June than a year earlier. Purchases totaled about 380,000 cases equivalent No. 2 cans (table 1). The increase largely resulted from more families purchasing than a year ago. Prices paid for canned orangeade averaged 27 cents per 46-ounce tin, up slightly from a year ago. The average price, however, was below the 31 cents consumers paid for a 46-ounce can of single-strength orange juice.

CANNED JUICES

Householders bought nearly 8,000,000 cases (equivalent No. 2 cans) of canned single-strength juices during June 1953 (table 1). This was almost equal to the volume purchased in June a year ago. However, household purchases of all canned single-strength citrus juices were down - orange juice by one-fifth, orange-grapefruit blended juice by one-fourth, while purchases of prune juice were up one-fifth, and those of tomato juice increased one-fourth. Prices of all citrus juices were substantially higher than a year earlier, while there was little change in prices paid for other canned juices.

Household purchases of canned single-strength orange juice in June were equal to 1,400,000 cases of No. 2 cans, one-fifth less than a year earlier (fig. 5). Consumers paid an average of 31 cents per 46-ounce can for orange juice during the month, almost one-fourth more than a year earlier. This was the highest price paid for canned single-strength orange juice since May 1951 and was slightly more than consumers paid for frozen concentrated orange juice (on a reconstituted equivalent) during the month. The decrease in volume of single-strength orange juice purchases in June compared with a year ago was largely the result of fewer families buying. The average volume purchased by buying families also was down slightly, averaging about $2 \frac{1}{3}$ of the 46-ounce cans during the month.

Consumers bought almost 1,000,000 cases (equivalent No. 2 cans) of canned single-strength grapefruit juice during June, 29 percent more than in the preceding month but 12 percent less than in June 1952 (fig. 5). The average price paid for grapefruit juice during June was down almost 1 cent from May but was 5 cents per 46-ounce can higher than in June last year. The smaller volume purchased compared with a year earlier was due to fewer families buying. Families buying during the month, however, purchased an average of about $2 \frac{1}{3}$ of the 46-ounce cans each, slightly more than in June 1952.

Householders in June, bought about 384,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice, about the same as in May. This volume, however, was one-fourth less than the amount bought in June 1952 (fig. 5). The average price paid by consumers for blended juice during June was about 29 cents per 46-ounce can, unchanged from May, but almost 5 cents higher than in June a year ago. The number of families that bought blended juice during the month was down more than one-fifth from a year earlier and the average volume purchased by buying families also was smaller.

Household purchases of canned and bottled lemon juice in June were equal to 138,000 cases of No. 2 cans, practically the same as in June 1952. About 7 out of 100 families bought canned lemon juice during the month. Consumers paid an average of more than 12 cents per $5 \frac{1}{2}$ -ounce can for lemon juice during June, up more than one-fourth from a year earlier and the highest monthly average price in more than two years (fig. 3).

Consumers bought about 1,250,000 cases (equivalent No. 2 cans) of pineapple juice during June, almost the same as a year earlier (table 1). They paid an average of about 30 cents per 46-ounce can during the month, a little more than 1 cent higher than a year earlier.

Purchases of canned tomato juice by householders during June amounted to almost 2,100,000 cases (equivalent No. 2 cans), nearly one-fourth more than in June 1952 and the largest volume reported in any month since this series began. Householders paid an average of 26 cents per 46-ounce can for tomato juice during June, about 1 cent less than a year earlier (table 1). About 22 out of 100 families made purchases during the month, two more than in June last year. While more families bought canned tomato juice than bought canned single-strength orange juice, their purchases averaged somewhat smaller.

Household purchases of prune juice during June were equal to 435,000 cases of No. 2 cans. This volume was up one-fifth from a year earlier. Householders paid an average of almost 34 cents per 32-ounce bottle for prune juice during the month, the highest monthly average in this series (fig. 9). More than 6 out of 100 families bought prune juice during the month, and their purchases averaged almost two of the 32-ounce bottles.

FRESH CITRUS FRUIT

Householders bought almost 2,300,000 boxes of fresh oranges in June, about 5 percent more than a year earlier and almost the same as in June 1951. Compared with June a year ago, householders purchased 60 percent more California-Arizona oranges but one-third less Florida oranges (fig. 6). Prices paid for fresh oranges during the month were somewhat higher than a year earlier. Consumers paid an average of 40 cents per dozen for California-Arizona oranges, 1 cent more than in June 1952, and 44 cents per dozen for Florida oranges, up 6 cents.

About the same number of families bought fresh oranges during June as in this month last year, and the average number which they bought also was about the same, about 2 1/3 dozens each (table 3).

Consumers bought almost 550,000 boxes of fresh lemons during June, 5 percent less than a year earlier. This decrease however, was more than offset by larger purchases of concentrate for lemonade. On a fresh equivalent basis, household purchases of lemon juice, concentrate for lemonade, and fresh lemons were equal to 1,000,000 boxes of fresh fruit, slightly more than in June last year (fig. 3). About one-third of all families bought fresh lemons during the month and their purchases averaged a little more than a dozen per buying family. Prices consumers paid for lemons during June were about unchanged from a year earlier, averaging almost 46 cents a dozen (table 3).

Purchases of fresh grapefruit by householders during June amounted to nearly 700,000 boxes, almost one-third less than in June a year ago. Prices paid averaged almost \$1.04 a dozen compared with 91 cents in June last year (table 3).

DRIED FRUIT

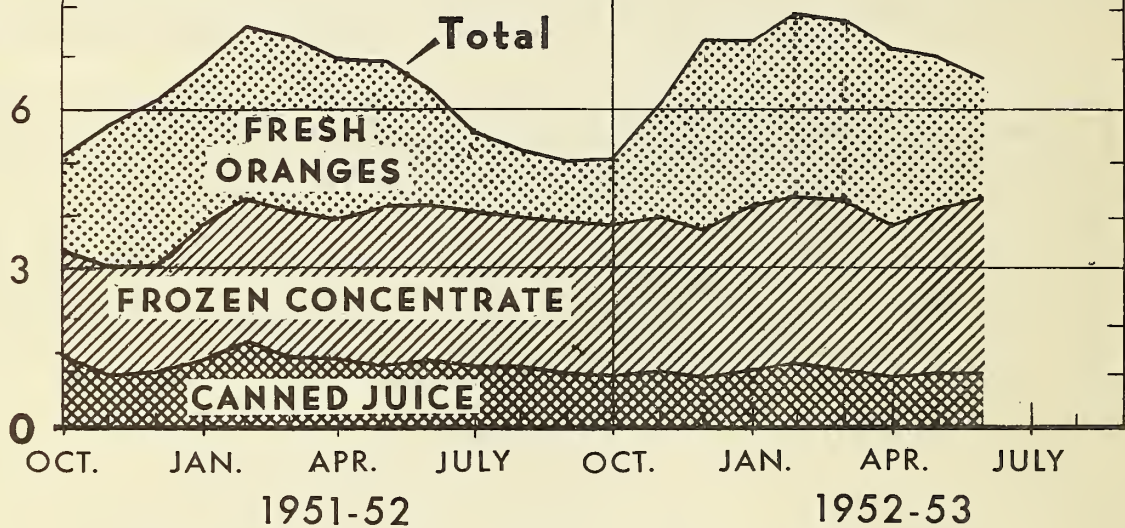
Consumers bought about 7 percent more dried prunes during June than a year earlier --about 4640 tons--and paid an average of 27.1 cents per pound, up about 3 1/2 cents from last year (table 4). The gain in purchases resulted from more families buying dried prunes. One family in ten purchased during the month. From October 1952 through June 1953, purchases of dried prunes totaled approximately the same as a year earlier, although prices paid by householders averaged slightly higher.

Purchases of 260 tons of dried apricots were one-fourth less than in June 1952, while prices paid, averaging 74 cents per pound, were up about one-fifth (table 4). Fewer families bought dried apricots, at least in part, because of the higher prices.

Although prices consumers paid for dried peaches averaged slightly higher than a year earlier, purchases of 250 tons of this fruit represented a small increase over those in June last year (table 4). Prices householders paid averaged about 48 cents a pound, the highest average reported since this series of data began (October 1949).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

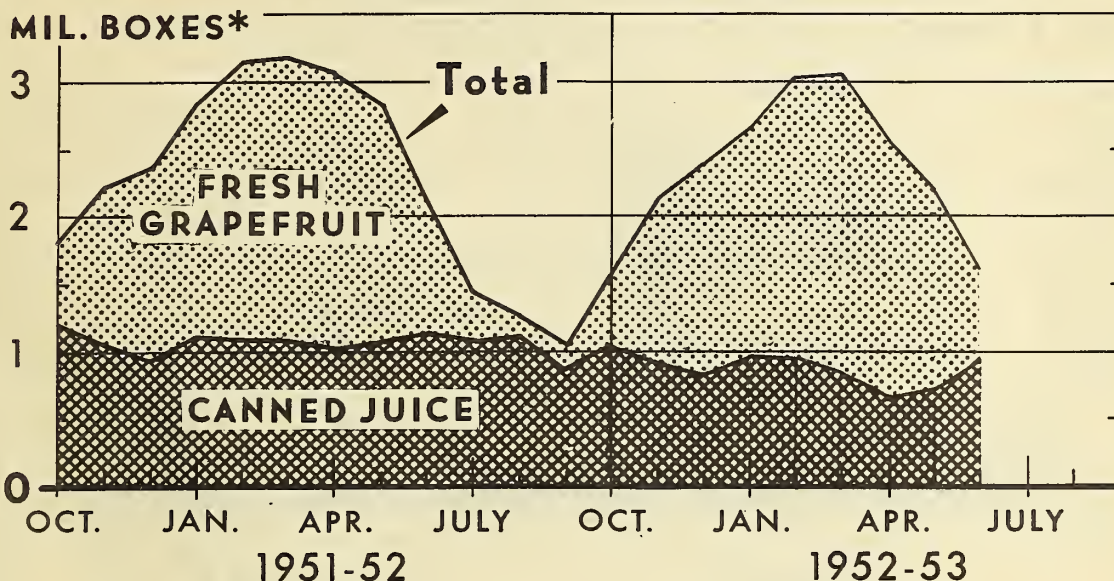
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December 2/	7,759	8,202	9,277	6,609	3,121	3,649	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March	3,397	3,301	3,252	2,737	1,016	1,399	7,665	7,437
October-March 2/	18,667	18,775	15,597	15,338	6,732	8,358	44,996	42,471
April	3,310	3,103	2,893	2,616	986	1,310	7,189	7,029
May	2,335	2,846	3,113	2,977	1,020	1,168	7,018	6,991
June	2,288	2,174	3,331	2,976	1,018	1,295	6,637	6,445
October-June 2/		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season 2/		31,738		33,908		15,923		81,569

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

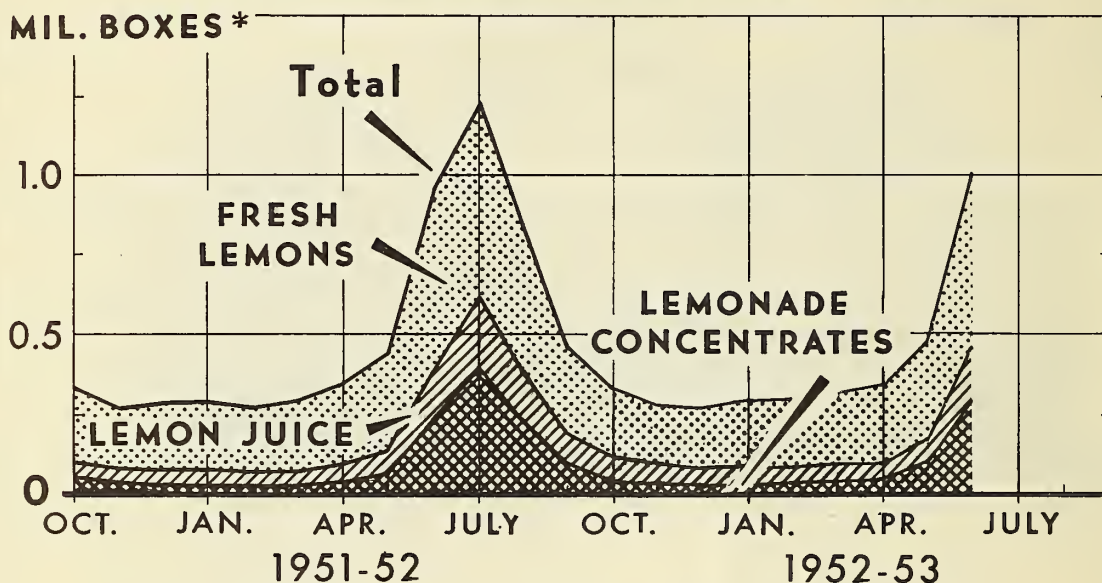
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December ^{2/}	3,738	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	913	1,099	3,006	3,132
March	2,216	2,113	835	1,082	3,051	3,195
October-March ^{2/}	10,284	10,026	5,884	7,056	16,168	17,082
April	1,848	2,061	687	1,018	2,535	3,079
May	1,446	1,760	743	1,083	2,194	2,843
June	660	986	224	1,133	1,610	2,119
October-June ^{2/}		15,147		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season ^{2/}		15,907		13,849		29,756

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/	634	683	191	150	38	92	95	106	920	949
January	210	206	57	53	20	22	24	24	291	283
February	218	202	47	45	23	18	27	23	292	270
March	229	218	57	51	29	21	33	25	319	294
October-March 3/	1,346	1,369	368	318	165	156	186	182	1,900	1,869
April	242	251	52	60	39	33	45	38	339	349
May	307	308	73	72	87	55	75	65	475	445
June	210	577	169	144	271	205	289	239	1,006	960
October-June 3/		2,589		615		469		547		3,751
July		598		225		366		400		1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season 3/		4,012		1,430		1,134		1,298		6,410

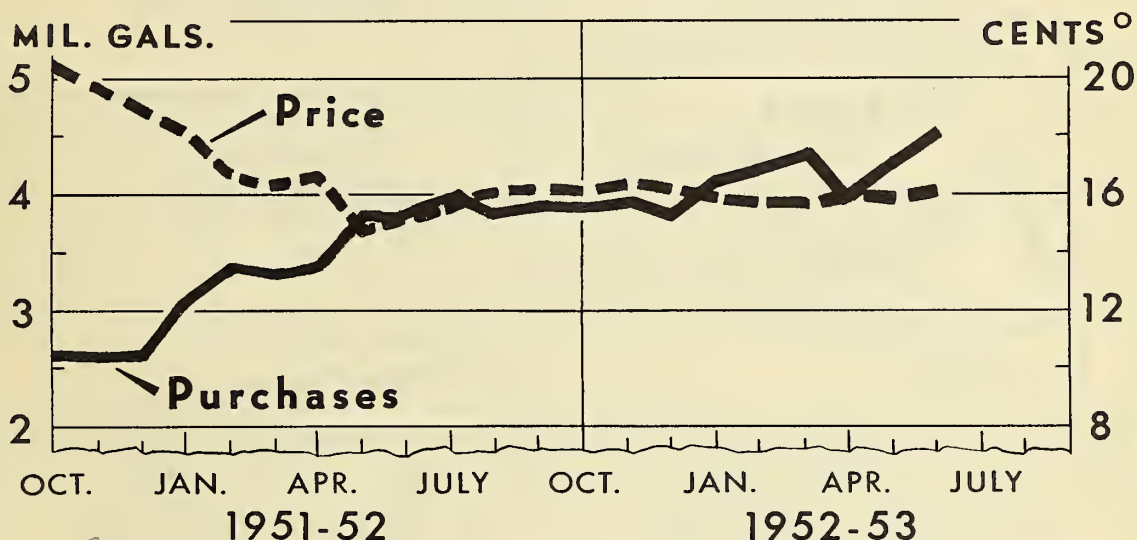
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

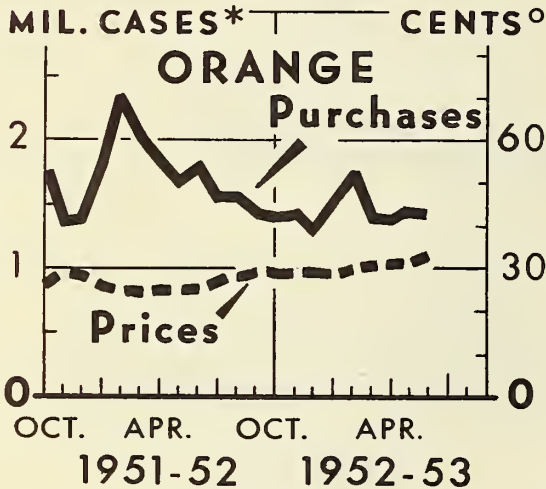
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	1,000 gallons	1,000 gallons	Cents	Cents
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March	4,359	3,314	15.8	16.3
October-March 1/	25,353	19,096		
April	3,953	3,350	16.0	16.5
May	4,295	3,812	15.9	14.8
June	4,583	3,811	16.1	15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

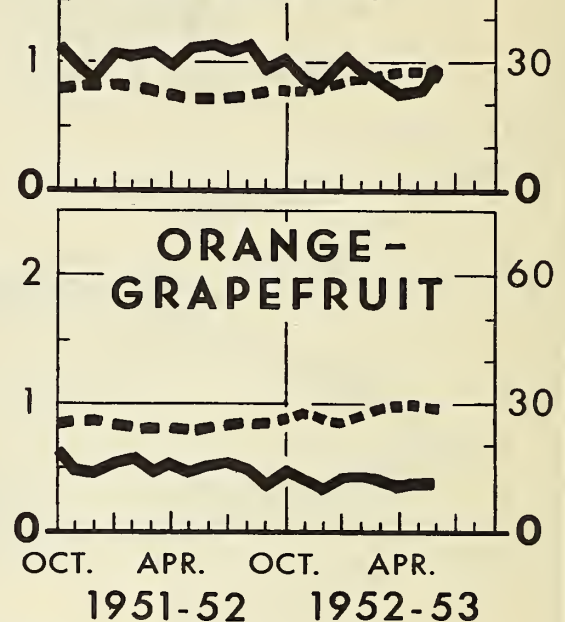
Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

MIL. CASES* CENTS° GRAPEFRUIT



°CENTS PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG 48917-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²	1952-53 ¹	1951-52 ²
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.6	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,068	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	24.6	915	1,041	26.0	23.1	452	557	27.4	24.4
March	1,411	2,016	30.5	24.4	840	1,062	27.0	22.2	408	474	29.2	23.4
October-March 2/	9,114	11,570			5,859	6,692			2,640	3,343		
April	1,402	1,817	30.6	24.9	704	988	27.2	21.9	352	506	29.2	24.0
May	1,440	1,615	30.9	25.1	756	1,091	27.2	21.2	333	460	29.2	23.7
June	1,436	1,790	31.1	25.3	991	1,126	26.4	21.2	384	511	29.3	24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

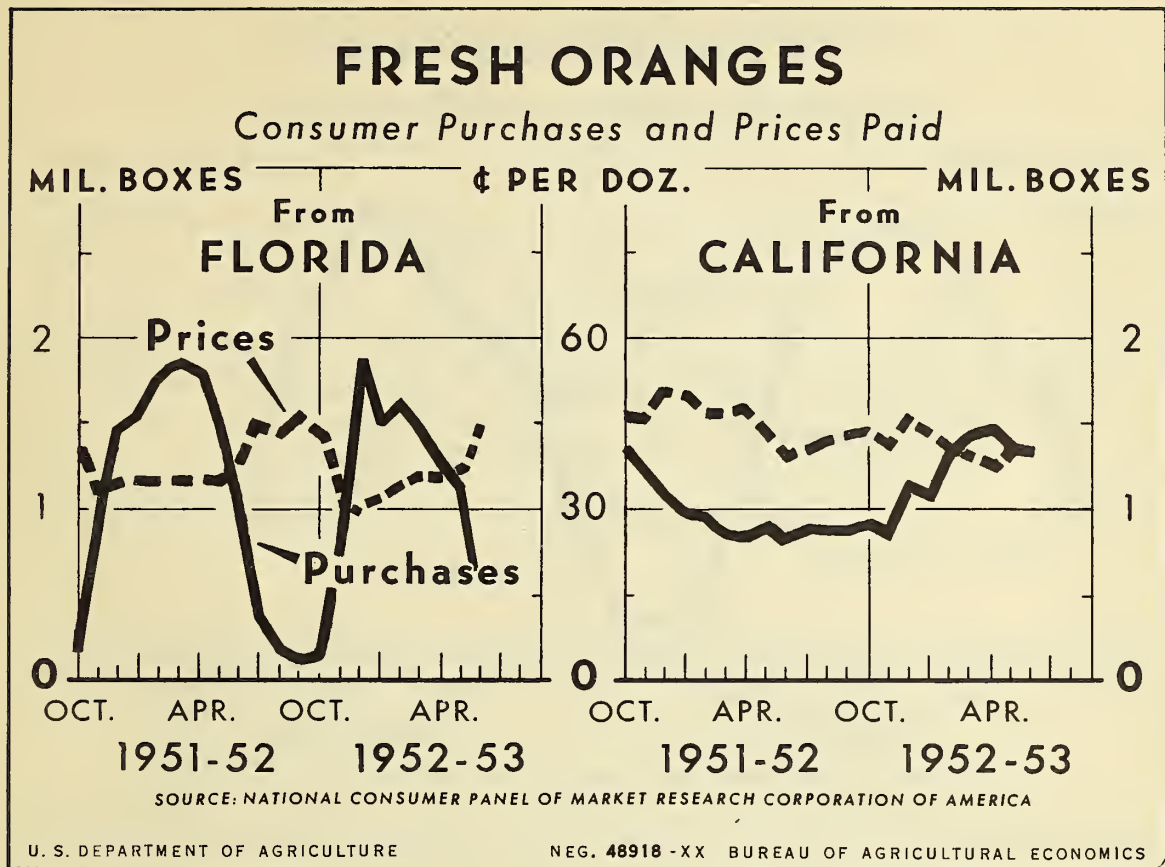


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March	1,474	1,869	35.6	34.8	1,444	862	39.3	46.6
October-March 1/	8,252	8,572			7,233	6,917		
April	1,347	1,809	35.6	35.3	1,494	826	38.9	47.2
May	1,137	1,521	37.0	35.2	1,352	885	41.1	42.2
June	617	969	44.3	38.0	1,350	826	40.1	38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,693				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

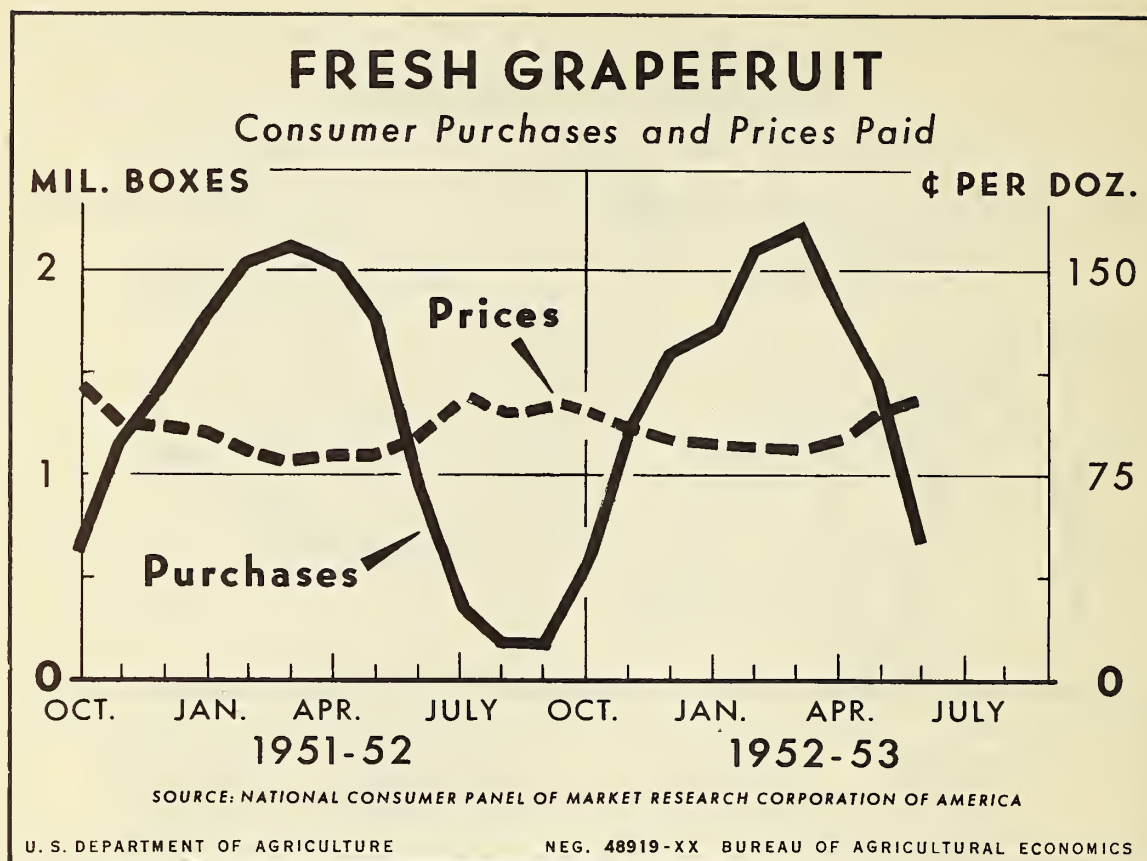


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December ^{1/}	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March	2,216	2,113	84.4	81.8
October-March ^{1/}	10,284	10,026		
April	1,848	2,061	88.9	83.0
May	1,446	1,760	85.9	84.4
June	686	986	103.9	90.9
October-June ^{1/}		15,147		
July		363		105.4
August		179		99.4
September		150		102.3
Season ^{1/}		15,907		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

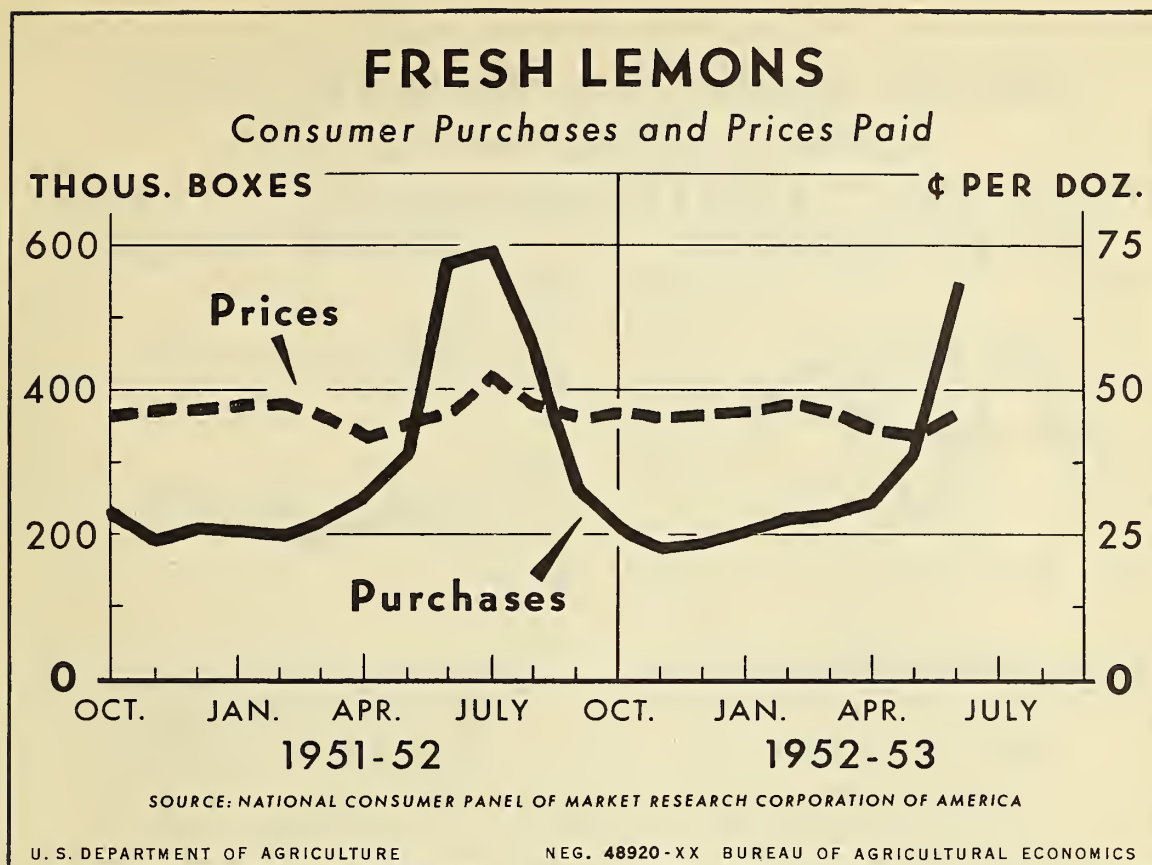


Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December <u>1/</u>	634	683		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March	229	218	45.9	45.9
October-March <u>1/</u>	1,346	1,369		
April	242	251	43.8	42.9
May	307	303	42.7	44.2
June	548	577	45.6	45.6
October-June <u>1/</u>		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season <u>1/</u>		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

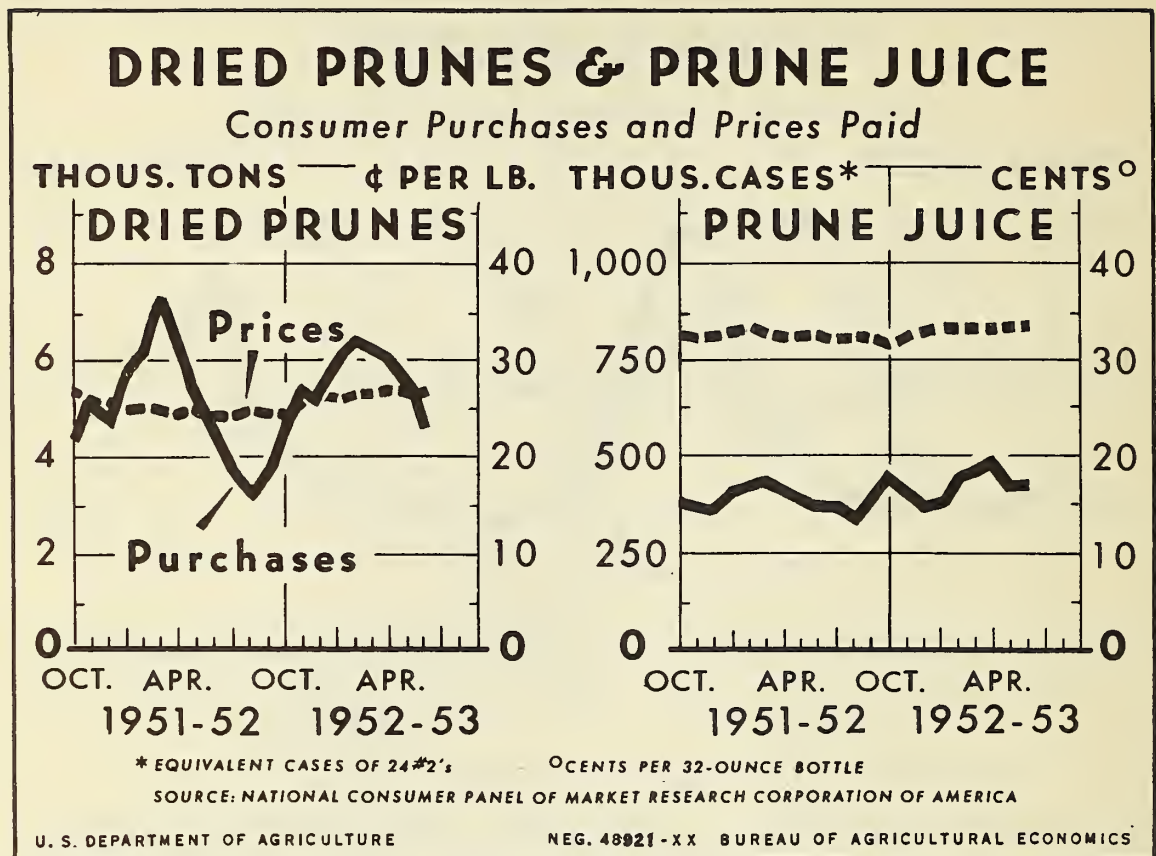


Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/	16,204	15,871			1,317	1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	445	33.1	32.9
March	6,278	7,276	26.7	24.5	454	435	33.1	32.5
October-March 2/	36,945	37,068			2,711	2,578		
April	6,083	6,110	27.0	24.5	491	417	33.2	32.2
May	5,326	5,412	26.6	24.7	422	379	33.5	32.1
June	4,643	4,351	27.1	23.7	435	363	33.6	32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,476		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average prices, June 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	13.4	16.3	1,436	1,790	1.8	1.8	59.0	63.0	46	31.1	25.3
Grapefruit	9.1	10.6	991	1,126	1.7	1.5	62.7	67.8	46	26.4	21.2
orange & gpft. blend	4.3	5.5	384	511	1.5	1.6	55.2	58.3	46	29.3	24.5
Tangerine	2/	1.4	2/	116	2/	1.4	2/	60.8	46	2/	22.1
Lemon	7.0	6.7	138	137	1.3	1.3	14.3	15.3	5 1/2	12.3	9.7
Grape	6.5	6.6	279	256	1.4	1.3	29.7	29.1	32	36.9	36.2
Pineapple	15.6	16.3	1,247	1,293	1.6	1.6	50.2	47.6	46	30.4	29.1
Prune	6.3	5.2	435	363	1.7	1.8	37.0	36.0	32	33.0	32.3
Tomato	22.2	20.0	2,089	1,690	1.6	1.7	55.3	49.5	46	26.0	26.9
Total 3/	55.1	54.6	7,871	8,112	2.9	3.0	48.6	49.2			
Canned ades											
Orangeade	3.7	3.4	382	350	1.6	1.7	66.1	60.3	46	27.3	26.6

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single-strength juices.

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Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, June 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated Juices											
Orange	30.2	26.7	4,563	3,811	2.5	2.4	17.3	16.6	6	16.1	15.3
Grape	5.5	4.7	334	249	1.6	1.4	10.9	10.2	6	21.9	22.1
Other concentrates	1/	1/	222	94	1/	1/	11.3	17.2	6	17.2	14.8
Total 2/	32.3	28.4	5,119	4,287	2.7	2.6	16.3	15.9			
Ade bases											
Frozen											
Concentrate for lemonade	12.9	10.6	1,053	795	1.6	1.6	13.8	13.4	6	16.7	15.4
Shelf pack											
Orangeade	3.2	4.0	243	402	1.6	1.5	13.6	17.0	6	16.0	14.9
Lemonade	1.6	2.5	69	132	1.2	1.2	10.7	13.3	6	15.9	13.3

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, June 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	25.6	18.9	1,350	826	2.0	1.8	12.3	12.9	40.1	38.7
Florida	11.0	15.3	617	969	2.0	2.2	11.9	12.3	44.3	38.0
Unidentified	8.1	9.4	304	357	1.5	1.6	11.7	11.9	40.6	39.8
Total <u>1/</u>	38.3	37.5	2,288	2,174	2.3	2.3	12.4	12.5	41.2	38.7
Grapefruit										
California-Arizona	4.6	3.2	184	162	1.7	1.8	4.6	4.6	87.3	82.0
Florida	6.3	9.6	299	461	1.8	1.9	3.6	3.9	114.3	93.7
Unidentified	5.4	7.6	174	312	1.5	1.7	3.7	4.0	108.9	91.1
Total <u>1/</u>	15.2	19.2	686	986	1.9	2.0	3.9	4.1	103.9	90.9
Lemons	33.8	34.9	548	577	1.8	1.9	7.1	7.1	45.6	45.6
Total	57.3	57.5	3,522	3,737	3.1	3.4	9.2	8.9	46.6	45.4

1/ Includes small purchases of Texas fruit.

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Table 4.--Dried fruit: U. S. total consumer purchases and average price, June 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	1.4	1.7	260	352	1.2	1.2	11.9	12.6	74.2	60.9
Peaches	1.1	1.1	251	231	1.3	1.3	13.2	12.4	47.6	42.4
Prunes	10.1	9.3	4,643	4,351	1.4	1.4	22.9	24.5	27.1	23.7

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